

**MS-611**

**Management Programme**

**ASSIGNMENT  
SECOND SEMESTER  
2017**

**MS - 611: Rural Marketing**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-611</b>
<b>Course Title</b>	:	<b>Rural Marketing</b>
<b>Assignment Code</b>	:	<b>MS-611/TMA/SEM-II/2017</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note :** Attempt all the questions and submit this assignment on or before 31<sup>st</sup> October, 2017 to the coordinator of your study center.

1. What do you understand by the term rural markets? Discuss the marketing challenges presented by the rural markets taking the example of any Fast Moving Consumer Good (FMCG) of your choice.
2. Discuss the rural environment in terms of the infrastructure available for marketing. How does this environment affect the marketing decisions and opportunities? Explain with reference to marketing of any financial service of your choice.
3. Why do marketers require the knowledge of consumer behaviour? Describe the rural buying behaviour process in case of following products:
  - a) Tractor
  - b) Toothpaste
4. What are the major objectives of sales promotion? Suggest rural sales promotion methods for 'Hair Oil'.
5. Discuss the specific packaging adaptations that are required to be made when consumer products are specifically targeted for the rural markets.
6. Explain the significance of symbols, pictorial representations, music and rhythm for rural communication, giving suitable examples.